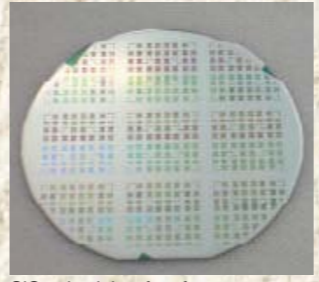


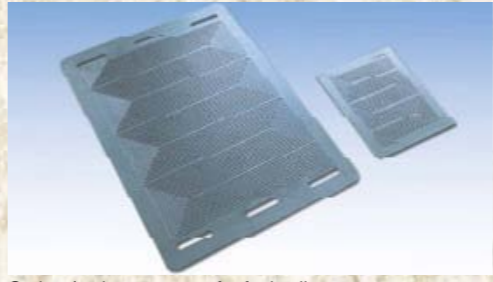
# INDIVIDUALIZED PRODUCTS

We have established six new strategic market unit (SMU) projects to develop innovative products for the rapidly growing market segments of electronics, automotive parts, and personal care/environmental goods. The market-oriented SMU projects have been established after careful analysis of the Group's wide-ranging businesses and core competencies.

The new SMU projects cover such areas as semiconductor devices, energy devices, displays/lighting modules, IT chemicals, automotive parts and environment/energy-related products. We are aiming to improve the quality of life by offering innovative new products through synergies of our wide-ranging operations and technologies. At the same time, we are preferentially allocating resources to these SMU projects to create next-generation products.



SiC epitaxial wafers for power device applications



Carbon/resin separators for fuel cells



Phosphorescent-polymer-based organic electroluminescent materials

## SMU strategy

